

# ORDER



**Orders**  
**Order / Rev:** 169379  
**Alt Order #:** 06376142  
**Product Desc:** OBAMA 4 PRES: SKED C  
**Estimate:** 2089  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/15/12 / 10/15/12  
**Order Type:** GENERAL

**WDJT-TV-LP**  
**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** GMMB Greer Margolis Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Poli/Obama for President  
**Demographic:** A35+  
**Product Codes:** PL Candidate  
**Priority:** P-2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	45	\$22,600.00	\$19,210.00
10/29/12	10/29/12	9	\$4,850.00	\$4,122.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	\$22,600.00	\$19,210.00	0.00
November 2012	9	\$4,850.00	\$4,122.50	0.00
<b>Totals</b>	<b>54</b>	<b>\$27,450.00</b>	<b>\$23,332.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	20%	\$27,450.00
Market	100%	\$137,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$1,372.50
WISN	29%	\$39,802.50
WITI	32%	\$43,920.00
WMLW-	1%	\$1,372.50
WPXE	0%	\$0.00
WTMJ	16%	\$21,960.00
WVTV	1%	\$1,372.50
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	10/23/12	10/26/12	CBS Mning Nws M-F 7-9M	7a-9a		-TWTF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
				CBS This Morning M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4				\$50.00		0.00			
2	WDJT	10/23/12	10/26/12	Let's Make a Deal 9a-10a	858a-10a		-TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
				Let's Make a Deal 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 169379  
 Alt Order #: 06376142  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Poli/Obama for President  
 Product Desc: OBAMA 4 PRES: SKED C  
 Estimate: 2089  
 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WDJT	10/23/12	10/26/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a -TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4		\$200.00			0.00			
3	WDJT	10/23/12	10/26/12	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a -TWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4		\$350.00			0.00			
4	WDJT	10/23/12	10/26/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p -TWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4		\$350.00			0.00			
5	WDJT	10/23/12	10/26/12	News at Noon News at Noon	CM	12p-1230p -TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4		\$150.00			0.00			
6	WDJT	10/23/12	10/26/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p -TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4		\$200.00			0.00			
7	WDJT	10/23/12	10/26/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p -TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4		\$150.00			0.00			
8	WDJT	10/23/12	10/26/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p -TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4		\$150.00			0.00			
9	WDJT	10/23/12	10/26/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p -TWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4		\$300.00			0.00			
E 10	WDJT	10/23/12	10/28/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p -TWTFS	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTFS		1		\$500.00			0.00			
E 11	WDJT	10/23/12	10/26/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -TWTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		3		\$1,500.00			0.00			
E 12	WDJT	10/23/12	10/26/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p -TWTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		3		\$1,500.00			0.00			
13	WDJT	10/29/12	10/29/12	Mo 7p - 8p How I Met/Partners	CM	Mo 7pm - 8pm 1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1		\$3,000.00			0.00			
14	WDJT	10/25/12	10/25/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p ---1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1		\$3,000.00			0.00			
15	WDJT	10/28/12	10/28/12	Su 9p - 10p Mentalist	CM	9p-10p -----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1		\$2,500.00			0.00			
16	WDJT	10/29/12	10/29/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a 1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1		\$200.00			0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
16	WDJT	10/29/12	10/29/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a 1-----	:30	1	\$200.00	P-2	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	1-----		1			\$200.00		0.00		
17	WDJT	10/29/12	10/29/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a 1-----	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	1-----		1			\$350.00		0.00		
18	WDJT	10/29/12	10/29/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p 1-----	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	1-----		1			\$350.00		0.00		
19	WDJT	10/29/12	10/29/12	News at Noon News at Noon	CM	12p-1230p 1-----	:30	1	\$150.00	P-2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	1-----		1			\$150.00		0.00		
20	WDJT	10/29/12	10/29/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p 1-----	:30	1	\$200.00	P-2	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	1-----		1			\$200.00		0.00		
21	WDJT	10/29/12	10/29/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p 1-----	:30	1	\$150.00	P-2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	1-----		1			\$150.00		0.00		
22	WDJT	10/29/12	10/29/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p 1-----	:30	1	\$150.00	P-2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	1-----		1			\$150.00		0.00		
23	WDJT	10/29/12	10/29/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p 1-----	:30	1	\$300.00	P-2	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	1-----		1			\$300.00		0.00		
<b>Totals</b>												<b>54</b>	<b>\$27,450.00</b>